



1                   6.     The method of claim 1, further comprising the steps of  
2                   recognizing the purchase of the first product at the first  
3                   company and the grant of a discount; and  
4                   in response, depositing a predetermined amount of property  
5                   into an account.

1                   7.     The method of claim 5, wherein the step of depositing  
2 comprises  
3                   depositing a predetermined percentage of revenue realized  
4                   from the purchase of the first product.

1                   8.     The method of claim 5, wherein the step of depositing  
2 comprises  
3                   depositing money.

1                   9.     The method of claim 5, wherein the step of depositing  
2 comprises  
3                   depositing a predetermined amount of property into an  
4                   account for the benefit of the second company.

1                   10.    The method of claim 5, wherein the step of depositing  
2 comprises  
3                   depositing a predetermined amount of property into an  
4                   account for the benefit of the second company in at least partial  
5                   compensation for accepting the discount.

1                   11.    The method of claim 1, further comprising the step of  
2                   at the second company, selling the second product,  
3                   accepting the discount on the second product.

1                   12. The method of claim 10, further comprising the steps of  
2                   at a third company, conditioning the grant of a second  
3                   discount for the second product at the second company on the  
4                   purchase of a third product at the third company; and  
5                   at the second company, standing ready to accept the  
6                   second discount on the second product,  
7                   wherein the step of selling comprises  
8                   accepting the discount and the second discount on the  
9                   second product.

1                   **13.** A method for cross marketing, the method comprising  
2                   the steps of:  
3                   at a first company, conditioning the grant of a discount for a  
4                   second product at a second company on a purchase of a first  
5                   product at the first company;  
6                   recognizing the purchase of the first product at the first  
7                   company by a consumer and the grant of a discount;  
8                   crediting an account of the consumer with the discount;  
9                   notifying the consumer of the discount;  
10                  depositing a predetermined amount of money into an  
11                  account for the benefit of the second company in at least partial  
12                  compensation for accepting the discount; and  
13                  at the second company, offering for sale the second product  
14                  and standing ready to accept the discount on the second product,  
15                  wherein the money amounts to a predetermined percentage of revenue  
16                  realized from the purchase of the first product.

1                   14. The method of claim 12, further comprising the steps of  
2                   at a third company, conditioning the grant of a second



